



**CLEAN COMMUNITY  
CLEAN COASTS**

## Presentation to City of St. Petersburg

HEALTH, ENERGY, RESILIENCY AND SUSTAINABILITY COMMITTEE

June 14, 2018

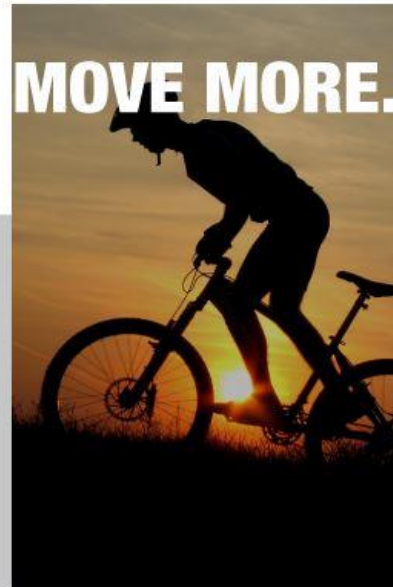
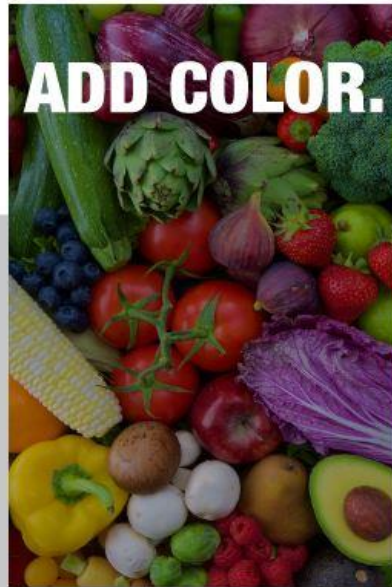
CJ Reynolds – [cjreynolds@usf.edu](mailto:cjreynolds@usf.edu)

Research Associate, Institute for Marine Remote Sensing, USF College of Marine Science

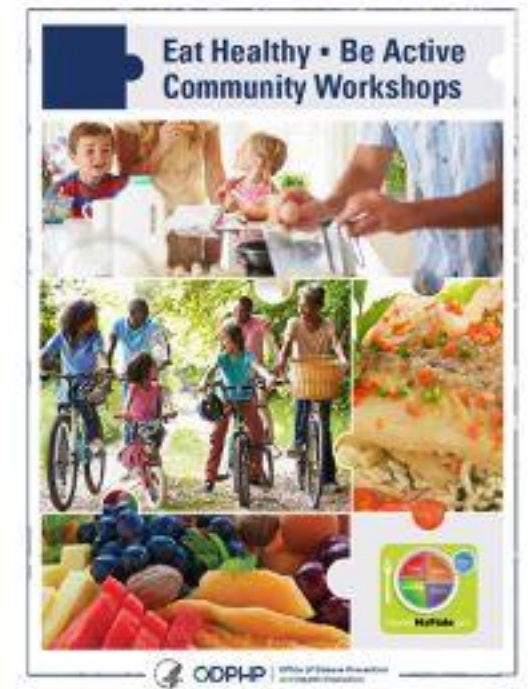
Executive Director, International Ocean Institute-USA



# Six Ways to Improve Your Health



- Don't Smoke
- Eat a healthy diet
- Maintain a healthy weight
- Exercise regularly
- Drink alcohol in moderation
- Get adequate sleep



# Conceptual Parallel to Plastic Pollution

**Drivers, causes and impacts are multi-faceted! Solo tactics are ineffective...**

- On the go, convenience-oriented lifestyle
- Plastic packaging \$290 billion-a-year business; supported by oil industry
- Most commonly littered products are plastics food/beverage products and cigarette butts
- Environmental harm – concentrated toxins eaten by fish, wildlife and bird injury and death
- Florida trends in residential growth + tourism growth = increased plastics & litter
- Littering costs (direct and indirect) are borne by local governments
- Cities should lead on coordinated, integrated public-private programs
- Systems change (education, incentives, policies, programs) requires leadership

# International Policy Initiatives

- **Around the world** – national and regional governments are implementing single-use plastic reduction requirements, fees, bans and programs to increase waste recovery
- Smart businesses taking action

## Ikea plans ban on single-use plastics by 2020

6 hours ago | 19

f t m Share



## Hilton Calls Time on Plastic Straws

Five million plastic straws and 20 million plastic bottles will be removed from Europe, Middle East & Africa hotels annually

May 23, 2018 | Europe

f t in + 98

Hilton (NYSE: HLT) will remove plastic straws from its 650 managed properties by the end of 2018. Today, Hilton also reveals



## Travel industry takes aim at reducing plastic waste

Nancy Trejos, USA TODAY | Published 8:44 a.m. ET May 31, 2018 | Updated 5:22 p.m. ET May 31, 2018



Teresa May, UK Prime Minister, Leader of the Conservative Party

“The sale of straws, drink stirrers and plastic cotton buds will be banned under government plans to tackle Britain’s throwaway culture and reduce plastic waste, Theresa May has announced.” (BBC April 2018).

# State Collaboration and Coordination

- **Florida Marine Debris Reduction Action Plan**

- Consumer Debris workgroup to actively engage municipalities, tourism in 2019, obtain consensus and commitments
  - Upland litter tracking & reduction goals
  - Business and community education
  - Data sharing
  - Best practices, support supply-chain innovation

## FDEP CCCL Beach Events – BMPs Guide

- ✓ Created by FWC & USF CMS in 2017
- ✓ Supports FDEP event permit applications
- ✓ Next steps: revise and share with tourism orgs, businesses, local governments

## FDEP Skip the Straw Campaign

Tool kit to educate the public



# The Last Straw in Florida

## Other Florida cities with ordinances

- [Surfside Ordinance](#)
- Miami Beach
- [Fort Myers Beach:](#)
  - prohibits distribution of plastic straws, with limited exceptions.
  - Enforced by warnings and fines
  - 90 days to comply, passed Nov 2017
  - Spring media stories – businesses not impacted



# Supply Chain and Individual Behavior Change

- People generally don't like rules – but that doesn't mean rules are inherently wrong or bad
- People say reactionary things, their personal perspective
- Cultural and business change requires consistent requirements, education, messaging, incentives, disincentives
- Need business leader role models, peer pressure and a clear path forward....

# Facilitate Integrated Public and Private Efforts

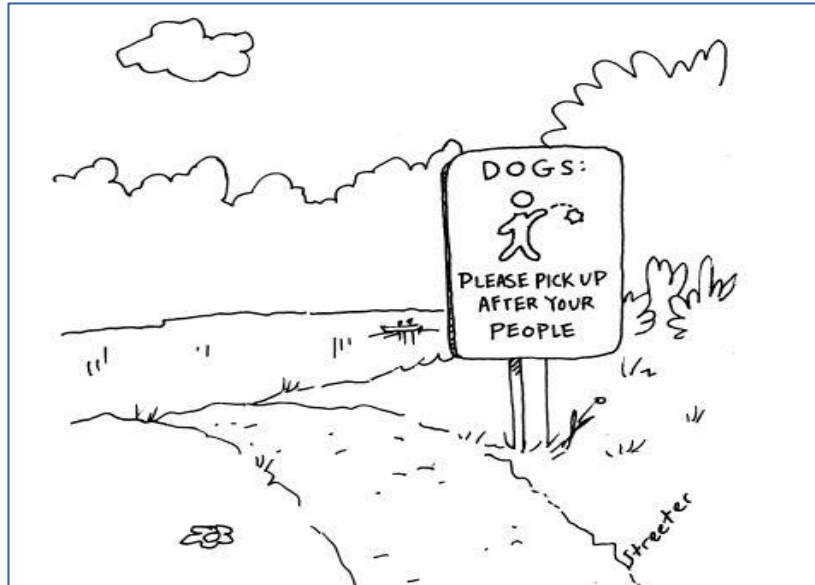
- Ideas for HERS to support Healthy, Vibrant, Sustainable St. Pete
  - Summit: how to reduce products, targeted litter removal and increase recycling – economics, needed resources
  - Regular meetings with business and community services providers to define site-specific factors and prevention
  - Interagency meetings -- map all bins, dirty spots, quantify debris, drain locations and management efforts
  - Publicize – amount, labor and COSTS for removal (city departments, businesses)
  - Talk with urban waterfront cities about their programs
    - [Sustainable Cleveland](#) 10 year program, annual summit
    - [Philadelphia](#) Zero Waste



Convenient locations, colorful bins and good signage increases litter disposal and recycling behaviors. Monterosso, IT ,2018



# Questions?



# Resources: Litter Reduction and Marine Debris Information

- [Aquatic Trash Prevention: National Great Practices Compendium 2016](#)
- International Marine Debris Conference 2018 [Proceedings, Posters and Website](#)
- [NOAA Marine Debris Prevention Program](#)
- [EPA Trash Free Waters](#)
- [Plastic Challenges, the Circular Economy and Business, August 2017, The Guardian](#)
- [European Directive 2015/720 –](#)
  - Prevent or reduce the impact of packaging and packaging waste on the environment, achieve sustainable reduction of lightweight plastic bags.

# Youth Engagement and Art



*Current Collections* sculpture 38' x 40' x 40'  
Steel, reclaimed debris and recycled plastic representing a vortex with swirling debris. Poynter Park. USF CMS, GSU artists, youth/families in FL and GA help create. Students at St. Pete Science Fest (right)